



RETAILPER4MANCE™

DEALER NETWORK CASE STUDY

Unlocking Dealer Potential for Sustained Sales Growth

The Impact of RetailPer4mance on Dealer Performance
in a Competitive Market



URBAN SCIENCE.



The Situation

Ensuring Effective Dealer Performance in a Rapidly Evolving Market.

In today's automotive landscape, automotive leaders face mounting challenges in optimizing dealer networks to drive sales and revenue growth. Ensuring dealerships maintain the right vehicle mix has grown increasingly complex, and strong brand-dealer relationships are vital yet difficult to sustain, given the diverse goals within the network. Heightened competition further demands that manufacturers differentiate their brands and consistently deliver a superior customer experience. Even top-performing dealers can struggle to maintain consistent sales growth amid fluctuating market challenges. Navigating these complexities requires equipping dealers with strategies to meet consumer demand, grow market share, and drive profitability while maintaining efficiency and brand integrity. To succeed, automotive leaders must empower every dealer to continuously optimize performance and sustain their competitive edge.

The Solution

Using the industry-exclusive daily sales* and defection data and expert analysis available in RetailPer4mance, dealers unlocked the full picture of their operations, uncovering insights into core sales drivers—inventory, showroom traffic, vehicle value, and sales experience.

This strategic tool empowered them to optimize operations, meet consumer demand more effectively, and drive sustained growth. RetailPer4mance revealed untapped opportunities, aligning dealer actions with brand objectives, which helped to:

- **Reduce defection rates**
- **Improve close rates**
- **Expand market share**

**Sales refers to vehicle unit sales and does not represent vehicle price or revenue.*

The Action

Dealership sales managers tapped RetailPer4mance metrics and reports to develop targeted strategies for navigating market complexities and maintaining a competitive edge by:

- 1 Sales Managers tracked sales against other dealers within their primary market area to understand their sales effectiveness
- 2 Leveraged the Opportunity page within RetailPer4mance to pinpoint and evaluate the top areas of opportunity tailored to their unique operations
- 3 Developed and deployed strategic sales effectiveness improvement actions to target and capture their available opportunity

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Results

After one year, an analysis of 25 underperforming dealers' sales performance shows:

**Assuming ~\$3,354 gross per vehicle / \$1,577 F&I per retail*

+8.5^{pp}

Avg. sales effectiveness increase

7+

Avg. additional sales per dealer

Monthly

\$34k+

Avg. per dealer profit* increase

Monthly

\$9.9M+

Avg. total group revenue increase

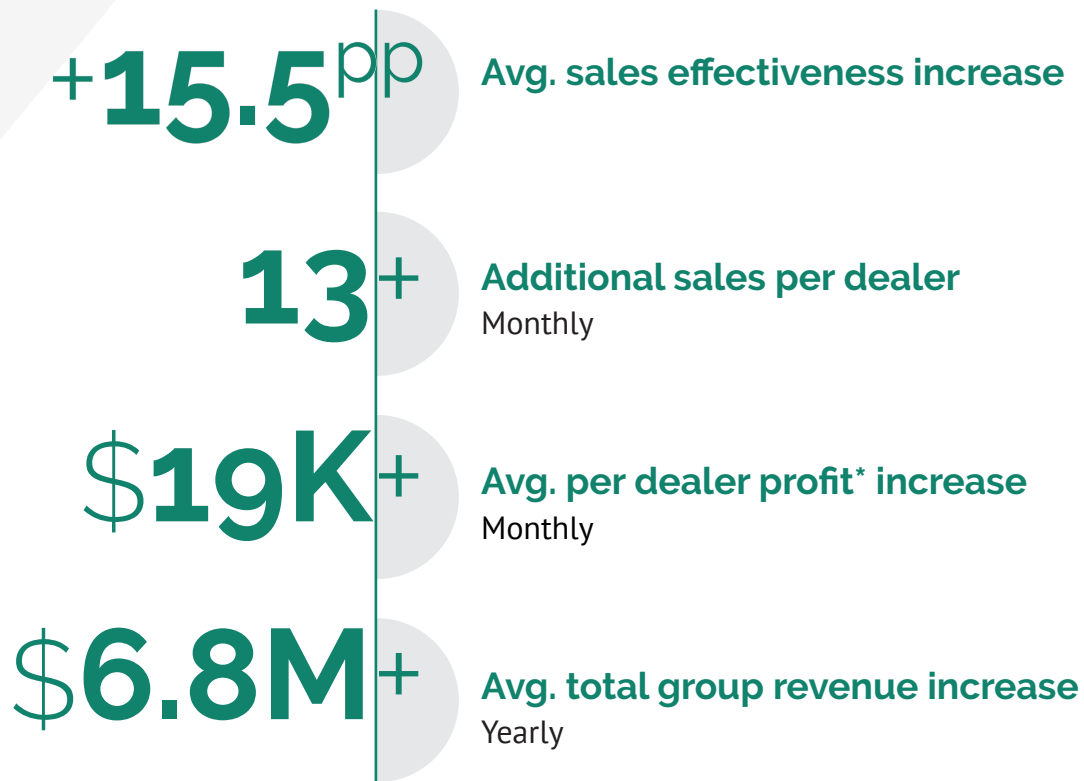
Yearly

Unleashing Potential for Top-Performing Dealers

A select group of ten top-performing dealers was transformed into “Power Users” by actively engaging with RetailPer4mance three or more times a month. This consistent interaction allowed them to continuously gain critical insights for identifying and capitalizing on untapped sales opportunities, significantly enhancing their performance and driving better results.

After one year of elevated engagement, an analysis of these Power Users’ sales performance revealed:

**Assuming ~\$3,354 gross per vehicle / \$1,577 F&I per retail*





The Conclusion

Consistent dealer engagement with RetailPer4mance was instrumental in pinpointing and capturing additional sales opportunities, significantly contributing to dealer success and network revenue. Through data-driven sales optimization, the dealers strengthened their competitive edge and drove long-term success for themselves and their brand network.

Unlock your dealership network's potential with industry leading insights for continuously optimizing dealership operations and driving market share.

Put the power of science on your side.

Since our founding over four decades ago, Urban Science has continued to enhance our proven, scientific approach to sales performance. It's an approach that stays ahead of the technological curve and continues to be the industry standard.

Learn more at:

[Urbanscience.com/retailper4mance](https://urbanscience.com/retailper4mance)

